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Mass Communication means transfer of message to the target audience where media is used in the form of television and newspaper. To reach such a large volume of people mass media is the only source. Mass media is designed by envisioning the target audience.

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The book is divided into four parts: 1) Introduction to Mass Communication. 2) Function of Mass Communication. 3) Models of Mass Communication. 4) Theories of Mass Communication. This book presents an overview of the various mass communication models which includes Linear/ Non-linear models of communication and theories which includes Media theories, normative theories of mass communication. This book gives insight to basic concepts of mass Communication.

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### **Notes MASS COMMUNICATION**

The title, Understanding Media and Culture: An Introduction to Mass Communication, situates the introductory text in a large, engrossing theoretical conversation. The goal is to adopt a textbook that will support and complement your teaching of this course.

### **Understanding Media and Culture: An Introduction to Mass**

Schramm's Model of Mass Communication Source: From The Process and Effects of Mass

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### **Introduction to Mass Communication: Media Literacy and**

Communication skills – It is the individual's skill to communicate (ability to read, write, speak, listen etc.) Attitudes – The attitude towards the audience, subject and towards one self for e.g. for the

### **INTRODUCTION TO COMMUNICATION - Architecture UoN**

This is the table of contents for the book Mass Communication, Media, and Culture (v. 1.0). For more details on it (including licensing), click here . This book is licensed under a Creative Commons by-nc-sa 3.0 license.

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Author Baran, Stanley J Subjects Mass media.; Mass media and culture.; Mass media and literacy. Audience Specialized Summary While encouraging students to take more active roles as media consumers, this text gives them a deeper understanding of the role that the media play in both shaping and reflecting culture.

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